

GIFT GIVING IDEAS

The Merits Of Certificates

(NAPS)—An ingenious way to give presents may mean more fun in the sun for many this summer. Gift needs span occasions, personalities and generations at any time of year, but in pleasant weather many people think it's a real gift to be able to get outdoors rather than go gift shopping.

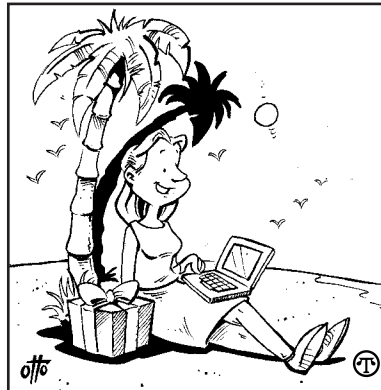
That may be why the Internet is increasing in popularity as a source of gifts: it can make finding a perfect present much easier. A recent study confirms that consumers are increasingly turning to the Internet, predicting that online retail spending will reach \$65 billion this year.

Many savvy shoppers say, with the overwhelming selection of products now available online, a good way to be certain your gift fits is to try a gift certificate. Growing in popularity as consumers recognize the ease of purchasing gift certificates, the industry captures \$20 billion a year in sales.

Gift certificates are easily purchased online, either at a particular store or an online marketplace. "Our customers have the best of both worlds," said Michael Ahern, CEO of GiftCertificates.com. "Consumers can choose a gift certificate from one of more than 700 local and national name brand merchants. Or they have the option to purchase a *SuperCertificate*. Representing hundreds of gift certificates in one, a *SuperCertificate* is redeemable at GiftCertificates.com for original gift certificates to any of our participating merchants."

Here are more gift hints from GiftCertificates.com:

Shopping for Dad? Suit his



Considered by many to be "the gift of choice," gift certificates may be the one gift that's guaranteed to fit.

style with a gift certificate from Restoration Hardware or Universal Golf. Going to a wedding? Purchase a *Super-Certificate* and let the newlyweds choose whether they prefer a gift certificate to Crate & Barrel, Marriott Hotels, Resorts & Suites or any of the other participating merchants. You can even satisfy the most particular of college-bound kids—whether they want a new wardrobe from Old Navy or dorm accessories from Bed Bath & Beyond®, it's their choice. And a gift certificate from Barnes & Noble is perfect for Grandparents' Day, birthdays and any other special occasion.

As for those who leave gift shopping to the last minute, GiftCertificates.com can even send gift certificates via email in a matter of hours.

For more information, log onto www.GiftCertificates.com.